



**FOR IMMEDIATE RELEASE**

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**HOLIDAY INN EXPRESS® & SUITES– NAPLES DOWNTOWN 5<sup>TH</sup> AVENUE OPENS**

*Renovated hotel located on Florida's Paradise Coast*

**ATLANTA (Nov. 22, 2013)** — InterContinental Hotels Group (IHG) [LON:IHG, NYSE:IHG (ADRs)] today announced the opening of the 124-room Holiday Inn Express Hotel & Suites Downtown 5<sup>th</sup> Avenue. The newest Palm Holdings hotel brings quality service and familiar comfort to Naples with the completion of a \$4 million re-branding and renovation to the entire interior and exterior of the former Paradise Coast Hotel and Suites. This property's smart brand, convenient location and abundant amenities make it an ideal choice for travelers to Naples Florida, located on Florida's Paradise Coast.

"Holiday Inn Express hotels are designed to be the smart choice for value-conscious business and leisure travelers," said Heather Balsley, senior vice president, Americas Holiday Inn® Brand Family, IHG. "With more than 2,200 properties worldwide and 450 more in the pipeline, the Holiday Inn Express portfolio continues to provide our guests with an enhanced-stay experience at a great value. We are proud to welcome this hotel into the Holiday Inn brand family with the brand-new sign and everything it represents."

The hotel is within walking distance to the entertainment, shopping and business districts, trendy boutiques and art galleries and the Naples Pier. The hotel is also a convenient 30 minutes from South West Florida International Airport (RSW) in Fort Myers and 45 minutes from Everglades National Park.

"This is a strong investment in our community and look forward to working together to increase visitors to the region," said Jack Wert, executive director, Naples, Marco Island,



and Everglades Convention & Visitors Bureau. “The location provides great access to downtown Naples, the world famous Everglades, and Marco Island.”

The new hotel is designed with the Holiday Inn brand family’s \$1 billion global brand relaunch in mind; the largest project of its kind in hospitality history. The relaunch continues to drive increased quality and consistency across the global portfolio. The hotel features a contemporary image with emphasis on arrival and welcome services, guestroom and guest bath comfort and a redesigned logo and signage.

“We are excited to bring such a strong brand to this area,” said Paul Sutton, director of operations, Palm Holdings. “We offer our guests a great hotel experience in the heart of the entertainment and shopping district as well as corporate business parks.”

The new hotel offers guests a comfortable, yet affordable stay with innovative, preferred-guest upgrades to ensure a pleasurable experience with amenities that include a 24-hour fitness center, complimentary high-speed Internet access and a business center with both Mac and PC computers. Business travelers will find large desks with ergonomic chairs, free local phone and toll free phones with private voicemail, and complimentary *USA TODAY*<sup>®</sup> newspapers. The hotel also features a calming earth tone décor, and a tropical outdoor heated pool with whirlpool. Kids aged 19 and under stay free.

The complimentary Express Start<sup>®</sup> breakfast bar features a full range of breakfast items, including a rotation of egg and meat selections, biscuits, yogurt, fruit, pancakes, the brand’s proprietary cinnamon roll, and Smart Roast<sup>®</sup> coffee. Guest rooms will feature contemporary styling, a 39-inch HD LED TV, comfortable queen or king-sized beds, a sitting area with a lounge chair and an in-room coffee machine featuring complimentary *Smart Roast* 100% Arabica coffee. The SimplySmart<sup>™</sup> shower incorporates a proprietary Stay Smart<sup>™</sup> Kohler showerhead, signature shower curtain with curved rod. Upgraded 100 percent cotton terry towels and *Bath & Body Works White Citrus* bath products are also included. Guests will enjoy the SimplySmart<sup>™</sup> bedding collection, where they will find crisp fresh bedding that features an attractive decorative throw, a medium-weight duvet blanket and soft, 200 thread-count sheets.



The Holiday Inn Express Hotel and Suites Naples Downtown 5<sup>th</sup> Avenue owned and managed by Palm Holdings, is franchised by an affiliate of IHG. Reservations can be made by calling 1-800-HOLIDAY or by going to [IHG.com/HolidayInnExpress](http://IHG.com/HolidayInnExpress). All Holiday Inn Express hotels participate in IHG's guest loyalty program, IHG® Rewards Club. The industry's first and largest guest loyalty program with over 76 million members is free and guests can enroll by logging on at [IHGRewardsClub.com](http://IHGRewardsClub.com), by calling 1-888-211-9874 or by inquiring at the front desk of this hotel or any of IHG's more than 4,600 hotels worldwide. The scale and diversity of the IHG family of brands means that our hotels can meet our guests' needs whatever the occasion. All IHG Rewards Club members will have access to free Internet globally in 2014.

### **About Holiday Inn Express hotels**

Holiday Inn Express hotels are modern hotels for value-oriented travelers. Fresh, clean and uncomplicated, Holiday Inn Express hotels offer competitive rates for both business and leisure travelers. Guests Stay Smart® at Holiday Inn Express hotels where they enjoy a free hot Express Start® Breakfast Bar, free high-speed Internet access and free local phone calls (US and Canada only). There are currently more than 2,200 Holiday Inn Express hotel locations around the globe. For more information about Holiday Inn Express hotels or to book reservations, call 1-800-HOLIDAY or visit [ihg.com/holidayinnexpress.com](http://ihg.com/holidayinnexpress.com).

### **About Palm Holdings**

The Holiday Inn Express & Suites Naples Florida is owned by a U.S. division of Palm Holdings. This company is primarily in property acquisitions, hospitality, and business services. Palm Holdings brings together a group of family owned businesses within hospitality, commercial offices, land developments and hotel services. Their expertise in hotel development and management, commercial property and hotel reservation services is well documented through projects in Canada, the United Kingdom and in India. The acquisition of this Naples Florida property marks the company's entry into the U.S., where Palm Holdings will continue to expand its hotel portfolio.

### **Notes to Editors:**

*IHG (InterContinental Hotels Group) [LON:IHG, NYSE:IHG (ADRs)] is a global organization with a broad portfolio of nine hotel brands, including InterContinental® Hotels & Resorts, Hotel Indigo®, Crowne Plaza® Hotels & Resorts, Holiday Inn® Hotels and Resorts, Holiday Inn Express®, Staybridge Suites®, Candlewood Suites®, EVEN™ Hotels and HUALUXE™ Hotels & Resorts.*

*IHG manages IHG® Rewards Club, the world's first and largest hotel loyalty program with over 76 million members worldwide. The program was relaunched in July 2013, offering enhanced benefits for members including free internet for Elites across all hotels, globally.*

*IHG franchises, leases, manages or owns over 4,600 hotels and 679,000 guest rooms in nearly 100 countries and territories. With more than 1,000 hotels in its development pipeline, IHG expects to recruit around 90,000 people into additional roles across its estate over the next few years.*

*InterContinental Hotels Group PLC is the Group's holding company and is incorporated in Great Britain and registered in England and Wales.*

